

FOR IMMEDIATE RELEASE  
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## MEDIA ALERT:

# Educators Participate in Communications Seminar to Support New Legislation

**MONTPELIER** - UP for Learning, Full Frame Communications, the Project School Foundation, and the Vermont Agency of Education (AOE) will host a statewide seminar, **Communicating School Redesign through the Youth-Adult Partnership Lens** on Tuesday, April 29 from 9:00am-noon at the Capitol Plaza in Montpelier.

The seminar, which is expected to draw more than 100 educators and students from across the state, is designed to build the communications capacity of schools to advance public understanding of Act 77 Flexible Pathways. "As educators, we need guidance on how to communicate effectively with stakeholders in their schools and communities," said Helen Beattie, Executive Director of UP for Learning. "So often, we get mired in our own jargon, and fail to recognize that our messages may be misunderstood or ignored. Partnering with students to communicate the need to remodel schools that will best prepare them for their future is a powerful dimension of Vermont's communication strategy."

The participatory morning seminar will be co-facilitated by Jane Feinberg (Full Frame Communications) and the youth and adult participants of **Communicating School Redesign through the Youth-Adult Partnership Lens**, a yearlong credit-bearing course. Jane Feinberg is a nationally recognized communications expert and the course co-instructor. Participants will be introduced to a communications approach that combines the power of storytelling with evidence-based strategies that build public awareness and understanding.

Vermont middle and high school students, teachers, principals, superintendents, and representatives from the Eagle Rock School and Professional Development Center in Estes Park, CO will be in attendance. The seminar will be filmed and televised by ORCA Media.

Contact Helen Beattie, UP for Learning, at 802-472-5127 for more information.

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